

# NIA24®

Niacin-Powered Skin Therapy

PreDamage.  
PostDamage.  
UnDamage.

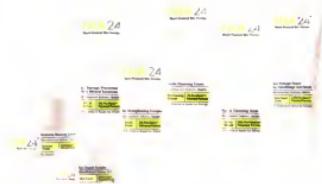
24-Hour Prevention, Repair and Protection

## What is NIA 24®?

Repair is never as good as prevention, particularly in skin care. Tap into skin's own self-protective powers 24-hours a day with patented NIA 24®—the first inside-out topical Niacin-Powered skin barrier-builder.

Inside, this patented MicroNutrient Delivery system brings a continuous-release form of Niacin to skin. Outside, skin's barrier is restored and signs of damage dramatically reversed.

Designed like a medical protocol in three courses of action—pre-damage action, pro-active repair, and an antidote to diagnosed problems—this system works together to prevent, repair and fight signs of damage deep in the skin.



## What does MicroNutrient Delivery mean?

MicroNutrient Delivery allows ingredients known to be beneficial to go beyond topical application, penetrating the epidermis in a slow, continuous-release, allowing time for the molecule to bio-convert to its working form.

## Who's it for?

NIA 24® is ideal for any patient, both female and male, who sees—or doesn't want to see—the premature signs of aging, from lines to age spots. As a skin strengthener, it's also a necessary companion for those undergoing serious skin care or procedures.

## When your skin needs it:

- Sun Damage
- Hyperpigmentation
- Actinic Keratosis
- Atopic skin susceptible to skin problems

## When your skin demands it:

- Using retinols or other skin care products containing AHAs.
- Receiving chemical peels, microdermabrasion, laser therapy and/or other resurfacing treatments.

## NIA 24® and your skin.

NIA 24® products were extensively tested for skin compatibility, allergic response, efficacy and were also proven to be non-comedogenic.

By nature, Niacin increases circulation to help generate more vital cellular regeneration. You may feel a warmth or blush upon first application. This is proof that Pro-Niacin® is hard at work to help stimulate natural repair processes to renew healthy skin cells, energize skin to promote healthy skin function and a more vital appearance, and to strengthen the skin barrier for overall resilience and improved damage resistance. As your skin barrier increases, absorption will stabilize and blushing should subside.

While some patients will experience products differently than others, more sensitive skins often require 7 to 10 days of adjustment to a new regimen.

If skin changes behavior in that time, consider an introductory regimen, slowly adding products every other day with a light application, gradually increasing use until the full regimen is incorporated over 10 days.

The results are worth the wait.

## Some may experience:

### First Blush

A warming sensation that can lead to redness or irritation. Follow an introduction regimen and apply a cool compress to soothe skin (see 'NIA 24® and your skin' section noted above).

### Initial Breakout

As skin adjusts, a breakout may occur due to temporarily increased sebaceous activity. If this happens, follow the recommended introductory regimen (see 'NIA 24® and your skin' section noted above).

### Dryness

Depending on environmental and dermal moisture levels, skin can experience increased dryness. The barrier's ability to retain moisture and resist damage inside can make surface skin feel dry. Following NIA 24® products with a non-active moisturizer can help.

## Ask your Doctor about NIA 24®

Gentle and beneficial for nearly every patient, NIA 24® products are a necessary daily protocol for those choosing the most effective treatment regimens or procedures, as well as anyone with a history of sensitized skin or even sun worship. For further information on NIA 24® products visit the website at [www.NIA24.com](http://www.NIA24.com).

## Proof that it works.

The Pro-Niacin® molecule breakthrough is the result of 25 years of research into cellular DNA damage in the formation of cancer. So beneficial, it's been chosen by the National Cancer Institute for development as a potential skin cancer prevention agent.

## Skin's better outside.

In clinical studies, patients see dramatic differences in just 90 days:

- 90% reduction in hyperpigmentation
- 82% improved skin texture
- 81% increased skin smoothness
- 80% improved skin tone
- 68% reduction in fine lines & wrinkles
- 53% improved firmness

### Improvements in hyperpigmentation and wrinkles on chest and neck.



Regimen included 2 months use of Pro-Niacin® alone followed by Pro-Niacin® and 4% hydroquinone treatment for an additional 4 months

### Reductions in rosacea-like redness and evening of skin tone.



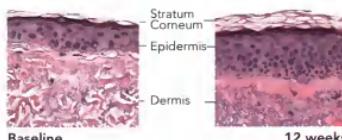
### What you'll see. What you'll stop seeing.

- Improve the appearance of hyperpigmentation, sun damage and brown spots.
- Reduce the appearance of fine lines & wrinkles.
- Improve skin tone, texture & firmness.
- See stronger skin with a better self-defense against the visible signs of sun damage and moisture loss.

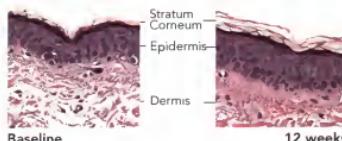
## Skin's stronger inside.

In 12 weeks, skin biopsy analysis shows skin is stronger, firmer and healthier looking with greater integrity. Skin barrier is improved with a stronger stratum corneum and epidermal layers, as well as a tighter cellular matrix.

### Patient 1 biopsy



### Patient 2 biopsy



### Improvements in chin and jaw firmness, reduction in hyperpigmentation.



### Pro-Niacin® works continuously and its results are proven to:

- Help stimulate natural repair processes to renew healthy skin cells.
- Energize skin to promote healthy skin function and a more vital appearance.
- Strengthen the skin barrier for overall resilience and improved damage resistance.

## How does it work?

By stimulating skin's natural barrier function, NIA 24® builds stronger, better skin that's more resilient and resistant to damage. By improving the skin's barrier function, overall skin tone and texture improve. NIA 24® reduces the appearance of visible brown spots, hyperpigmentation and lines specifically associated with sun damage. Without it, skin falls prey to daily sun and environmental stresses that slow skin's self-protective function and speed the visible signs of aging.

This special form of Pro-Niacin® delivers immediate and residual benefits, as well as continuous dermal-delivery of Niacin without vasodilation and photosensitivity.

## Why does it work?

During research partially funded by the National Institutes of Health, scientists identified an important role for the active form of Niacin in how cells respond to genetic damage. NIA 24® introduces that breakthrough: patented Pro-Niacin®.

While Niacin is used in other products on the market, Pro-Niacin® is the first and only patented Niacin molecule that converts to its active form to regenerate skin cell layers.

## How are NIA 24® products different?

NIA 24® products are the only comprehensive, science-based protocol to take every action—preventative, pro-active and corrective. Containing Pro-Niacin®—a patented, continuous-release system of Niacin—NIA 24® products were born from science and developed with funding from the National Institutes of Health and clinically researched at the University of Arizona Cancer Center. NIA 24® technology is so advanced, it holds 14 patents.



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